

a guide to developing your

**E**

**AL**

**A**

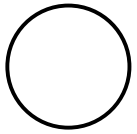
**E**

**E**

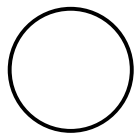


**E**

**CE**



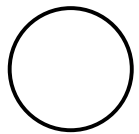
**B**  
**A**



**D**

**B**

**C**



**E**

**AL**

checklist & tips

**A**

**E**

**E**

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and use  
for clear and  
effective writing, and  
such as beginning your statement  
with a quote or definition

Use  
the reader (e.g., communicated, led,  
managed) while highlighting ar  
enthusiasm

Showcase your experience, but do  
not describe your entire life story.  
Only to the  
case you are trying to make, and do  
not be presumptuous

Find a way to make your story  
interesting by to grab  
the attention of the reader, and be  
sure to remember your audience  
and stay professional

Write in your and tell  
your story without lying or  
exaggerating. Everyone is unique,  
so share what makes you different  
from the other candidates

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